

# TOP 10 TIPS for Designing a Sales Email

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## Be bold and make a valuable offer.

When you are having a huge sale, the best way to announce it is to simply announce it. Often times, there is no need for fancy product pictures. Bold type and colorful backgrounds make messages stand out. Well, that and a big discount.

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## Define your links clearly.

When including links in your emails, be sure they take the reader to what the reader expects to find. People do not like having to search for what they were supposed to be directed to. Make it easy and take exactly where they expect to go.

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## Always send from the same "From" email address.

Your recipients look for familiarity in their inbox. Using the same from address helps your recipients recognize you as company they have done business with or as a sales person they have interacted with.

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## Send email regularly.

Yes, you're busy running a business, but repeat sales and maintaining your customer base are the life of your business. Keep your opt outs lower by sending one to two emails per month so your subscribers don't forget your business.

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## Have a simple and direct subject line.

Tell don't sell. Selling reads like spam. Hint at your call to action in your subject line to set expectations. It is also a good idea to relate the subject line to a reason the customer joined your email list if you haven't sent in a while.

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## Use images wisely.

Too many images and the reader is overwhelmed; too few, the reader is bored by plain text. A good rule of thumb is to use one compelling, relevant image to depict the product or service you are offering.

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## Focus on the customer.

When writing emails keep your customer's perspective at the forefront of your mind and include benefits to add value to them in your emails. Adding value to customers promotes customer engagement and empowerment.

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## Make your content easy to consume.

Attention spans are short and we are moving towards an age of mobile data consumption. Work on creating very compelling content that's easy to scan and digest.

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## Have a call to action.

Tell your reader what to do, where to visit, and who to call – essentially, ask for the sale. Your call to action should be immediately evident when your email is opened.

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## Ensure a high deliverability rate.

Use a 3rd party email marketing company such as Swiftpage Connect to ensure high deliverability and prevent your message from being flagged by spam. After all, no sale can be made if the intended recipient never receives your offer.